City of Tempe 2016 Community and Employee Survey Findings

Presented by



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National Leader in Research for Governmental Organizations

Helping city & county governments gather and use survey data



- Conducting survey research for 30+ years
- 2,100,000 persons surveyed
- More than 850 communities in 49 states

<u>Agenda</u>

- Resident Survey Findings
- Employee Survey Findings
- Questions

Resident Survey

<u>Purpose</u>

- To objectively assess resident satisfaction
- To measure trends from 2007 to 2016
- To gather input to set budget priorities
- Compare Tempe's performance with other U.S. cities

<u>Methodology</u>

- Survey Description
 - Included many questions on 2014 survey
- Method of Administration
 - Mailed to random sample of households
 - Could respond by mail, phone or online
 - Survey took approximately 15 minutes

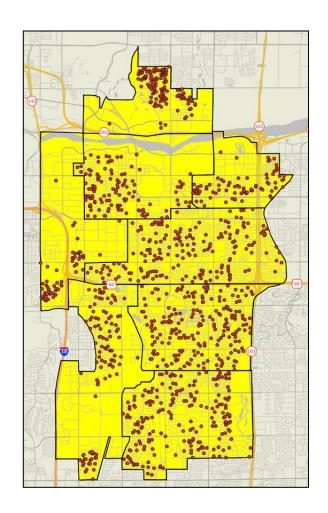
Methodology (Cont.)

- Sample size: 1,202 completed surveys
- Stratified sample with at least 100 surveys from each of the City's 8 character areas
- City level results were weighted by the relative population of each character area
- Confidence level: 95%; Margin of error: +/- 2.8%
- Demographics match recent Census estimates
- Home addresses were geocoded
- Results were benchmarked against other cities

City of Tempe 2016 Community Survey

Location of Respondents

Good Representation
By LOCATION



Bottom Line Up Front

- Satisfaction with City Services Remains High
 - Most residents surveyed (82%) were satisfied with overall quality of City services
- Tempe is Setting the Standard for Other U.S.
 Cities
 - Overall satisfaction is 33% above U.S. average

Bottom Line Up Front (Cont.)

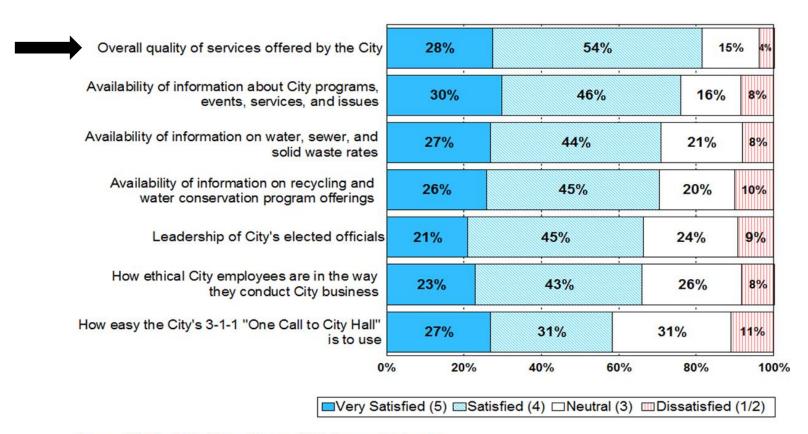
- Top Priorities for the City Over the Next Year:
 - Maintenance of streets/buildings
 - Neighborhoods
- Other Priorities:
 - Police services
 - Economic/business development

Major Findings: #1

Satisfaction with City Services Is High In Most Areas

Satisfaction With Various Perceptions of the City

by percentage of respondents who rated the item as a 5 to 1 on a 5-point scale (excluding "don't knows")



Source: ETC Institute (City of Tempe 2016 Community Survey)

Satisfaction With Quality Life and City Services

by percentage of respondents who rated the item as a 5 to 1 on a 5-point scale (excluding "don't knows")

Quality of City library programs and services

Residential trash collection services

Quality of Tempe Public Library

Residential recycling services

Quality of life in the City

Appearance of the City

Image of the City

Quality of larger City parks

Quality of Tempe History Museum

Quality of Tempe Center for the Arts

Maintenance/appearance of City community centers

with

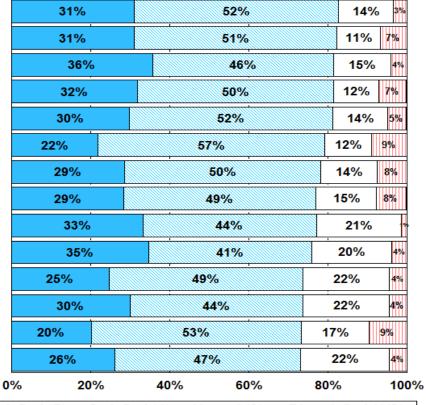
Low Levels

of Dissatisfaction

Quality of Tempe Center for the Arts programs

Maintenance of City parks

Quality of City recreation and community centers



■Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (1/2)

Source: ETC Institute (City of Tempe 2016 Community Survey)

Satisfaction With Quality Life and City Services (Cont.)

by percentage of respondents who rated the item as a 5 to 1 on a 5-point scale (excluding "don't knows")

11% 20% 53% 17% Quality of neighborhood parks Quality of access to City facilities for persons with 28% 43% 23% 6% disabilities Quality of access to City parks for persons with 7% 26% 45% 23% disabilities 6% Quality of City recreation programs & services 22% 47% 25% City's overall efforts to promote diversity/inclusiveness 28% 41% 22% 9% in the community STRONG Quality of City outdoor athletic fields 19% 49% 28% **BRAND EQUITY** 17% Bulk trash pickup/removal services 15% 24% 44% Cleanliness of City Streets 18% 49% 19% 14% Low Levels of Dissatisfaction 17% Overall condition of your neighborhood 18% 49% 16% 6% Quality of City art and art education programs 23% 40% 31% Landscape maintenance along streets/sidewalks 15% 48% 22% 15% 6% Quality of City golf courses 21% 41% 32% 19% 43% 28% 10% Value & benefits received by City from Special Events 35% Quality of Kid Zone programs 25% 37%

0%

20%

40%

■Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (1/2)

60%

80%

100%

Source: ETC Institute (City of Tempe 2016 Community Survey)

with

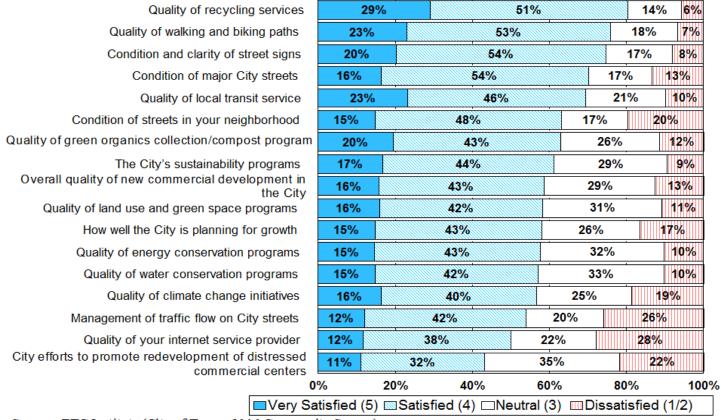
Major Findings: #2

There Are Opportunities to Do Better

(items with more dissatisfaction ratings above 20%)

Satisfaction With Various Aspects of Sustainable Growth and Development

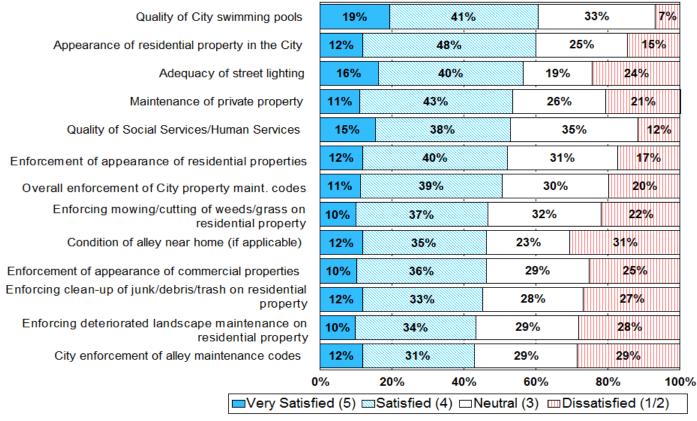
by percentage of respondents who rated the item as a 5 to 1 on a 5-point scale (excluding "don't knows")



Source: ETC Institute (City of Tempe 2016 Community Survey)

Satisfaction With Quality Life and City Services (Cont.)

by percentage of respondents who rated the item as a 5 to 1 on a 5-point scale (excluding "don't knows")



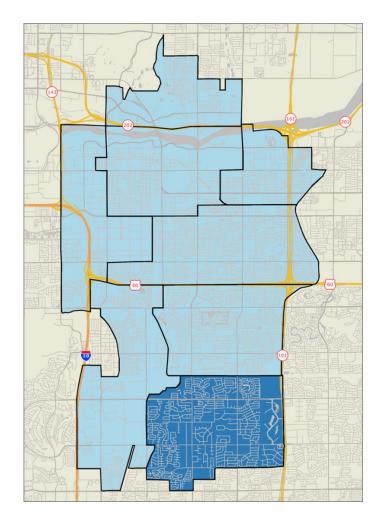
Source: ETC Institute (City of Tempe 2016 Community Survey)

Major Findings: #3

The City is Doing a Good Job Equitably Delivering Services in All Areas of the City

Satisfaction with OVERALL quality of services is High in All Areas





Major Findings: #4

Trends Are Mixed

Trends: Areas of Improvement

Long-Term (since 2007)

- Quality of walking and biking paths (+16%)
- Overall feeling of safety in the City (+13%)
- Quality of local transit service (22%)
- Feeling of safety in your neighborhood (+9%)
- Availability of information about City programs, events, services and issues (+9%)

Short-Term (since 2014)

- Quality of local fire services (+8%)
- Bulk trash pickup/removal services (+7%)

Trends: Areas of Decline

Long-Term (since 2007)

- Bulk trash pickup/removal services (-14%)
- Condition of neighborhood streets (-13%)
- Adequacy of street lighting (-11%)
- Residential trash collection services (-10%)

Short-Term (since 2014)

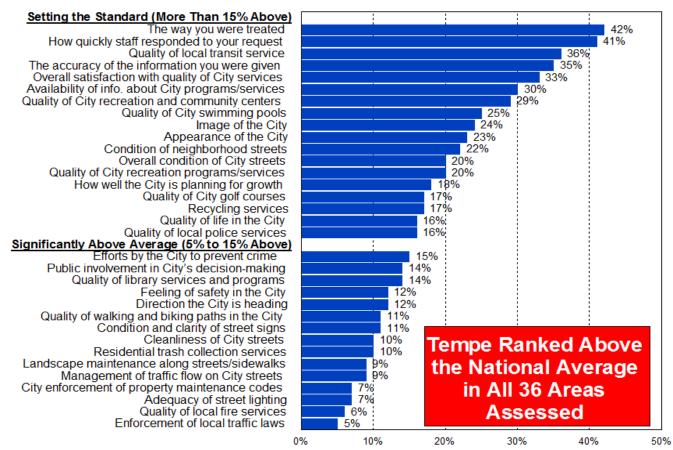
- Quality of Social Services/Human Services (-17%)
- Adequacy of street lighting (-12%)
- Overall condition of neighborhood (-11%)
- Quality of local transit service (-11%)
- Management of traffic flow on City streets (-11%)

Major Finding #5

Tempe Is Setting the Standard Compared to Other Cities

How Satisfaction With City Services in Tempe Compares to the National Average

Difference in the percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 meant "very satisfied"

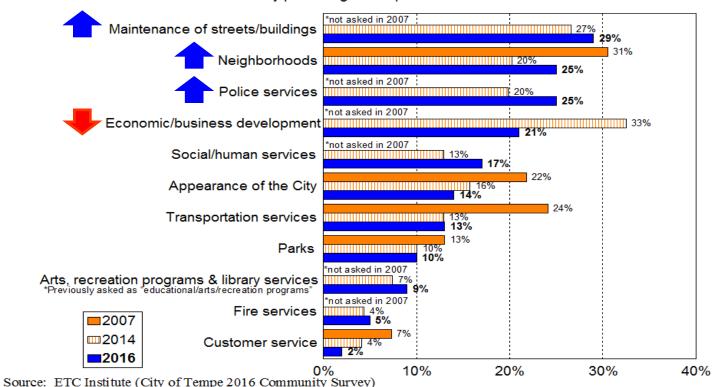


Major Finding #6

Maintenance, Neighborhoods, and Police Services Are the Top Priorities for Residents

Trends: Major Categories of City Services That Should Receive the Most Emphasis Over the Next Year 2007 - 2016

by percentage of respondents



How Priorities Have Changed

Emerging Priorities (more important this year)	Sustaining Priorities (about the same level of importance this year)	Fading Priorities (less important this year)
Maintenance of streets/buildings (#1)	Transportation services (#7)	Economic/business development (#4)
Neighborhoods (#2)	Parks (#8)	Appearance of the City (#6)
Police services (#3)	Fire services (#10)	Customer service (#11)
Social/human services (#5)		
Arts, recreation programs & library services (#9)		

Resident Survey Summary

- Satisfaction with City Services Remains High
 - Most residents surveyed (82%) were satisfied with overall quality of City services
- Tempe is Setting the Standard for Other U.S.
 Cities
 - Overall satisfaction is 33% above U.S. average
- Top Priorities for the City Over the Next Year:
 - Maintenance of streets/buildings, neighborhoods, police services

Employee Survey

Purpose and Methodology

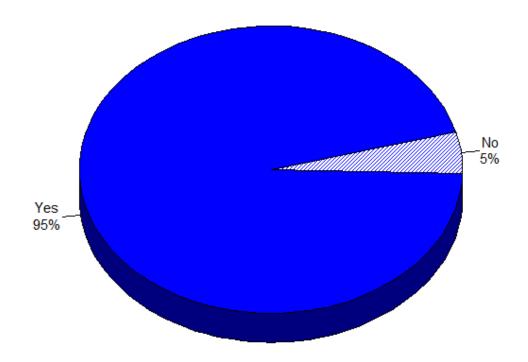
<u>Purpose</u>: to gather input from employees to help improve the City's working environment

Methodology:

- Distributed to all employees
- Could be completed on-line, by phone, or by mail
- A total of 1,177 of the City's 1,544 employees completed the survey
- Overall response rate was 76% rate; response rate from all departments was at least 50%
- Margin of error +/- 1.4% at the 95% level of confidence
- All departments and demographic groups were well represented

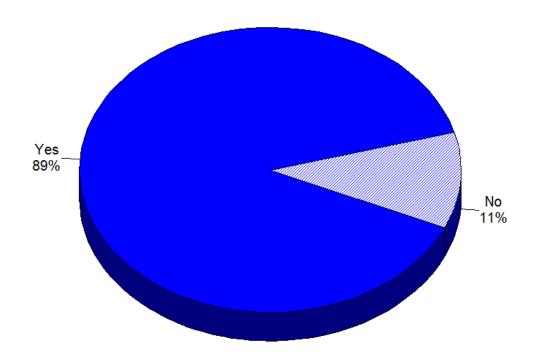
EMPLOYEE SURVEY OVERALL FINDINGS

Q65. Are You Proud to Work for the City of Tempe? by percentage of respondents (Excluding "Don't Know")



Q68. Would you Recommend the City of Tempe as a Place to Work to a Friend or Relative?

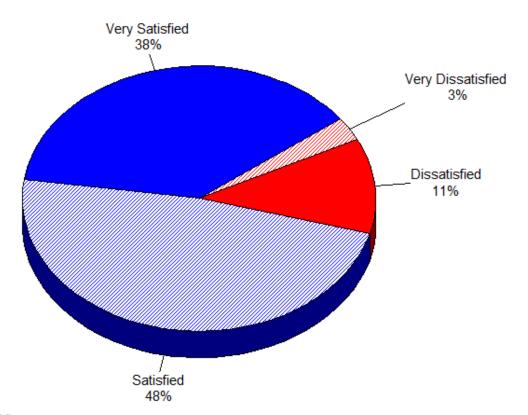
by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2016)

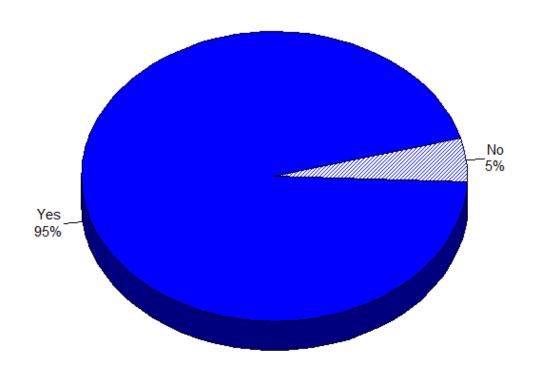
Q66. Overall, How Satisfied are you with your Current Job?

by percentage of respondents (Excluding "Don't Know")



Source: ETC Institute (2016)

Q70. Would you Like to Finish your Career with the City of Tempe? by percentage of respondents (Excluding "Don't Know")



Preliminary Results - Not Official/Not for Public Release

Source: ETC Institute (2016)

Conclusions

- Overall, the working environment for City employees is very healthy
 - 95% are proud to work for the City
 - 95% would like to finish the careers with the City
 - Nearly 9 out of 10 employees are satisfied with their current job
 - Negative ratings are generally low in most areas
- There are opportunities for improvement:
 - Ensuring senior managers get and use input from employees
 - Resolving conflict in work areas effectively
 - Giving employees get fair consideration for advancement and promotion
 - Ensuring communication between work units that are not in the same department is good
- The results of this survey will provide a baseline for assessing changes over time

Questions?

THANK YOU